

**PX 428**

## Message

**From:** Breanne Madigan (Google Slides) [comments-noreply@docs.google.com]  
**on behalf of** Breanne Madigan (Google Slides) <comments-noreply@docs.google.com> [comments-noreply@docs.google.com]  
**Sent:** 7/8/2019 11:45:10 PM  
**To:** ██████████@ripple.com  
**Subject:** Institutional Markets Board Slides

Breanne Madigan added comments to Institutional Markets Board Slides



Institutional Markets Board Slides

New

8 comments

## Comments

## Performance



Breanne Madigan

this one may get some pushback. i am not sure how much of a focus brad will want on the underperformance of his asset for this audience. but it certainly does a good job of illustrating this point! let's leave it in and ask █████ her view re what he will want to see. have we also coordinated with █████ and team? i think they were going to pull a few slides together as well so let's coordinate, thanks!

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Breanne Madigan

small nit but the prior slide says rolling 30-day and this says 30day rolling; tried to update but it's an image i think. thanks!

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Breanne Madigan

hey can you increase font on the legends/titles, etc - cant read it and inconsistent with subsequent slides  
+ █████@ripple.com

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The relationship between XRP performance and sales percentage remains noisy, but the further divergence of reported volume from reliable volume suggests that we either recalibrate more frequently or change benchmarks to something that more closely approximates reliable volume



Breanne Madigan

yes, █████ i agree with █████ that you need to be a lawyer LOL - this sentence. █████@ripple.com

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Breanne Madigan

we should draw a circle around the one we chose (CC)

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The industry is rapidly evolving around exchange rating and legitimacy; nevertheless, we do not see an ideal option available today - we expect additional clarity by year-end



Breanne Madigan

let's change the second half of this now that we are moving ahead with

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While there is no single ideal option that stands out, we have presented multiple vetted options for our sales benchmark, although each option has a significant challenge to be managed



Breanne Madigan

ditto with this - make the summary about why we chose CC

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Q2 Markets Report Prep - will coordinate with Marketing and Comms Teams to prepare; call scheduled for Monday, July 2.



Breanne Madigan

Board does not need this bullet. pls delete - think about audience here + @ripple.com + @ripple.com

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